



REVISED **AGENDA**

**HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)
Wednesday, September 23, 2015, 11:00 a.m.
Santa Paula City Hall, Council Chambers
970 Ventura Street, Santa Paula, CA 93060**

- Item #1 CALL TO ORDER**
- Item #2 INTRODUCTIONS AND ANNOUNCEMENTS**
- Item #3 PUBLIC COMMENTS**
- Item #4 AUGUST 18, 2015 MEETING MINUTES – PG. 2**
 - Approve the August 18, 2015 meeting minutes.
- Item #5 SERVICE PERFORMANCE – PG. 3**
 - Receive and file Key Performance Indicators report.
- Item #6 SERVICE LEVEL SCENARIOS – PG. 15**
 - Receive and file service level scenarios, and discuss potential modifications.
- Item #7 MARKETING STATUS AND PUNCH LIST – PG. 20**
 - Receive and file service level scenarios, and discuss potential modifications.
- Item #8 DETERMINE THE NEXT MEETING DATE**
- Item #9 ADJOURNMENT**

**MINUTES of the
VENTURA COUNTY TRANSPORTATION COMMISSION (VCTC)
HERITAGE VALLEY TRANSIT SERVICE
TECHNICAL ADVISORY COMMITTEE (HVTAC)
August 18, 2015**

1. Call to Order

Chairperson David Rowlands called the meeting to order at 3:00 p.m.

2. Introductions and Announcements

Self-introductions were performed. The following people were present:

David Rowlands	Fillmore	Jim Moore	Moore and Associates
Tom Conlon	MV Transportation	Veronica Hurtado	MV Transportation
Brian Yanez	Santa Paula	Kathy Connell	Ventura County
Aaron Bonfilio	VCTC	Kara Elam	VCTC
Treena Gonzales	VCTC	Vic Kamhi	VCTC

3. Public Comments

No public comments were made.

4. May 13, 2015 Meeting Minutes – Action

Aaron Bonfilio moved to approve the May 13, 2015 meeting minutes. Brian Yanez seconded the motion. A voice vote was taken and the motion passed unanimously.

5. Reconsider Policy Regarding Quarter-Mile Restriction Zone For General Public Dial-A-Ride Service

Discussion was had regarding the Quarter-Mile Restriction Zone for general public use of the Dial-a-Ride (DAR) service. A large portion of the City of Fillmore is within the current restricted area. The HVTAC asked staff to prepare, for presentation at the next HVTAC meeting, alternative concepts of service solutions to address both the budget and capacity issues if the quarter-mile restriction of general public DAR is relaxed or removed in the future. The HVTAC agreed that the Operator should track the types of DAR service denials made (currently, the Operator tracks denials but not by type) and that a fare differential between fixed route and DAR should continue to be considered along with any alteration to service.

6. Service Performance

Staff presented key performance indicators to the HVTAC, noting that the fixed route farebox recovery of 10% has not been achieved but system wide ridership increased consistently during the school year. The HVTAC asked that staff present the DAR service data broken down by jurisdiction (Santa Paula, Fillmore and unincorporated Ventura County). Staff explained that there are potential cost-saving service adjustments options, such as interlining Santa Paula Route A & B during different weekday times or interlining service for both Santa Paula and Fillmore on weekends. At the next meeting, staff will provide detail on potential concepts for cost-saving service adjustments.

7. Marketing Status Update

Staff provided updates regarding upcoming and recently completed marketing activities.

8. Federal Transit Administration Final Rule Regarding ADA reasonable Modifications of Policy and Practices – Action

Dave Rowlands moved to recommend for approval to the HVPAC the proposed implementation of the Federal Transit Administration Final Rule regarding ADA Reasonable Modifications of Policy and Practices. A voice vote was taken and passed unanimously.

9. Determine the Next Meeting Date

The next HVTAC meeting will occur on Thursday, September 15, 2015, at 3:00 p.m. at Santa Paula City Hall.

10. Adjournment

David Rowlands moved to adjourn the meeting at 3:49 p.m. A voice vote was taken and the motion passed unanimously.



Item #5

September 23, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: AARON BONFILIO, PROGRAM MANAGER
SUBJECT: SERVICE PERFORMANCE

RECOMMENDATION:

- Receive and file Key Performance Indicators report

BACKGROUND

VCTC Staff presents the following key performance indicators of the new Valley Express transit service launched March 2, 2015. The service launch included a redesign of the existing dial-a-ride program, to restrict usage to the unincorporated areas and to areas beyond a quarter mile of the fixed route system, as well as the implementation of long requested fixed route service.

The data are inclusive of ridership information, pass sales and farebox recovery, as well as passenger ridership patterns for the fixed route and dial-a-ride service by jurisdiction. Financial information regarding farebox is presented however, note, that staff presents this as preliminary, as VCTC is in the process of closing out the fiscal year and the most recent pass sales information, for August 2015 was not finalized at the time of this agenda's draft. This same data was presented last month, however added, are the August 2015 information, and a breakdown of Dial-a-ride trips by jurisdiction and passenger eligibility.

FAREBOX

While passenger utilization appears to be increasing on the fixed route service, the farebox recovery ratio (*farebox revenue to operating cost*) has not achieved the required 10% minimum. Year-end farebox recovery is estimated to be approximately 9.13%. This is a weighted ratio as prior to the service launch the legacy Dial-a-ride system achieved an average farebox ratio of 11%; since the launch the farebox ratio has been roughly half that, between 5.5 to 6.5%. While pass sales are expected to continue upward during the school term, the 10% goal may continue to be a challenge, as the deep discount of fare pricing on the fixed route have contributed to a decrease in the average fare paid per passenger.

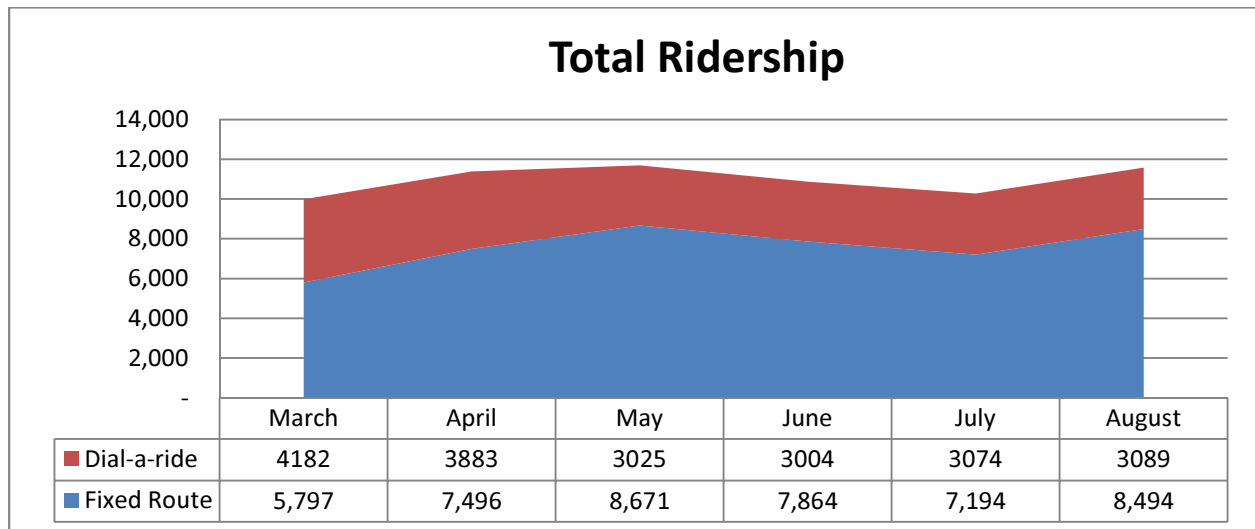
VALLEY EXPRESS KEY PERFORMANCE INDICATORS

Valley Express Year-end FY14/15 Farebox Recovery¹

FY 14/15 OPERATING COSTS	TOTAL OPERATING COSTS
Dial-a-ride	\$ 1,159,980.73
Fixed Route	\$ 325,054.04
Total Operating Cost	\$ 1,485,034.77

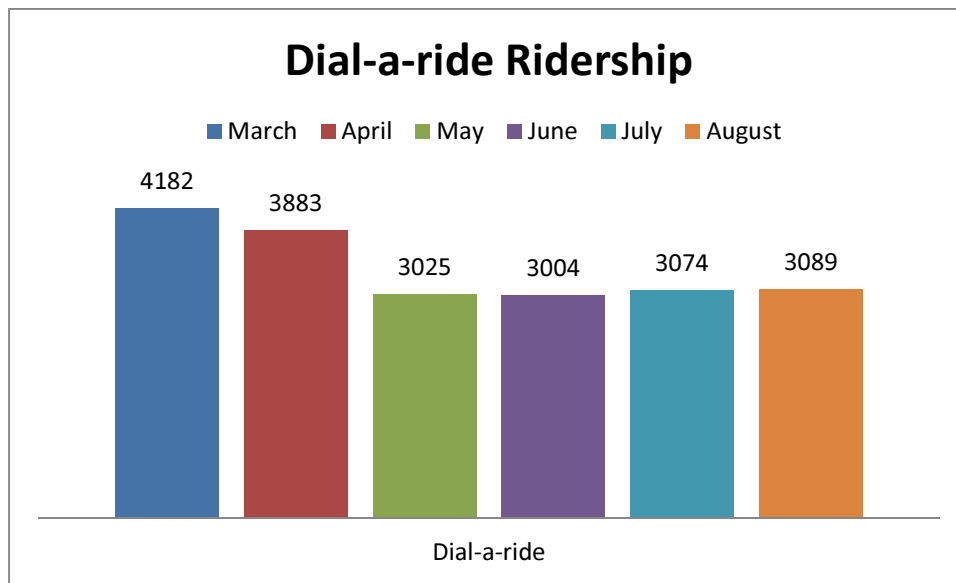
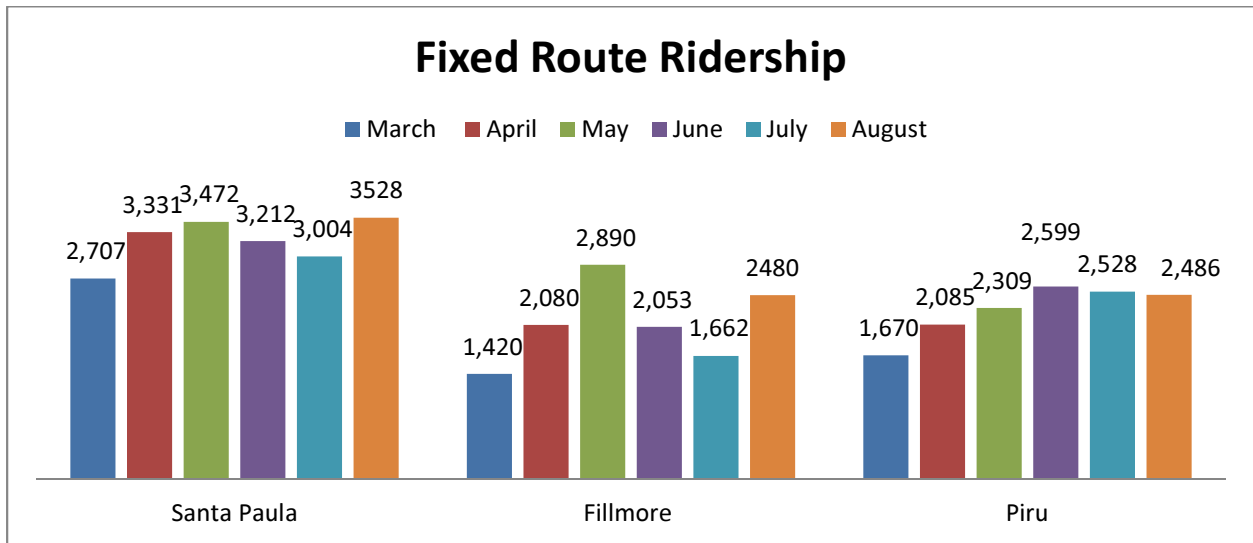
FY 14/15 FAREBOX REVENUES	TOTAL FAREBOX
Dial-a-ride Farebox	\$ 118,195.21
Fixed Route Farebox	\$ 20,084.61
TOTAL FAREBOX	\$ 138,279.82
FAREBOX RECOVERY RATIO	9.312%

Passenger Utilization Service Launch To-date



¹ Preliminary estimation; VCTC FY close in progress

PASSENGER UTILIZATION BY MODE



Passengers per Hour

	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug
Santa Paula Fx	3.69	4.52	4.79	4.58	4.65	5.18
Fillmore Fx	3.99	5.9	7.4	5.51	4.52	6.37
Piru Fx	6.39	7.9	9.62	9.84	8.89	9.87
Dial-a-ride*	2.67	3.3	2.66	2.65	2.62	2.78

*Prior to March 2015, the Dial-a-ride Passenger Per Hour ratio was 5.44

DIAL-A-RIDE SERVICE ANALYSIS

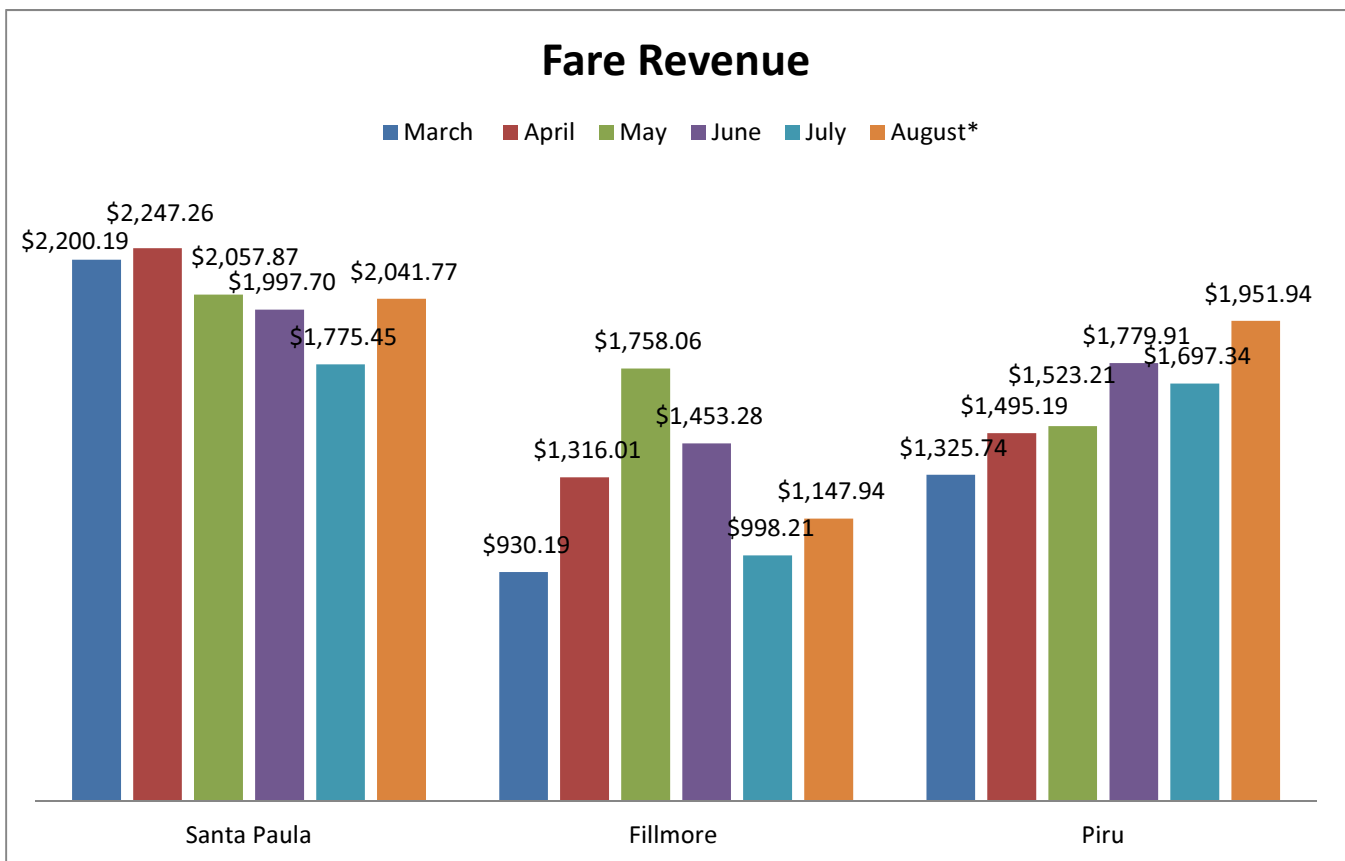
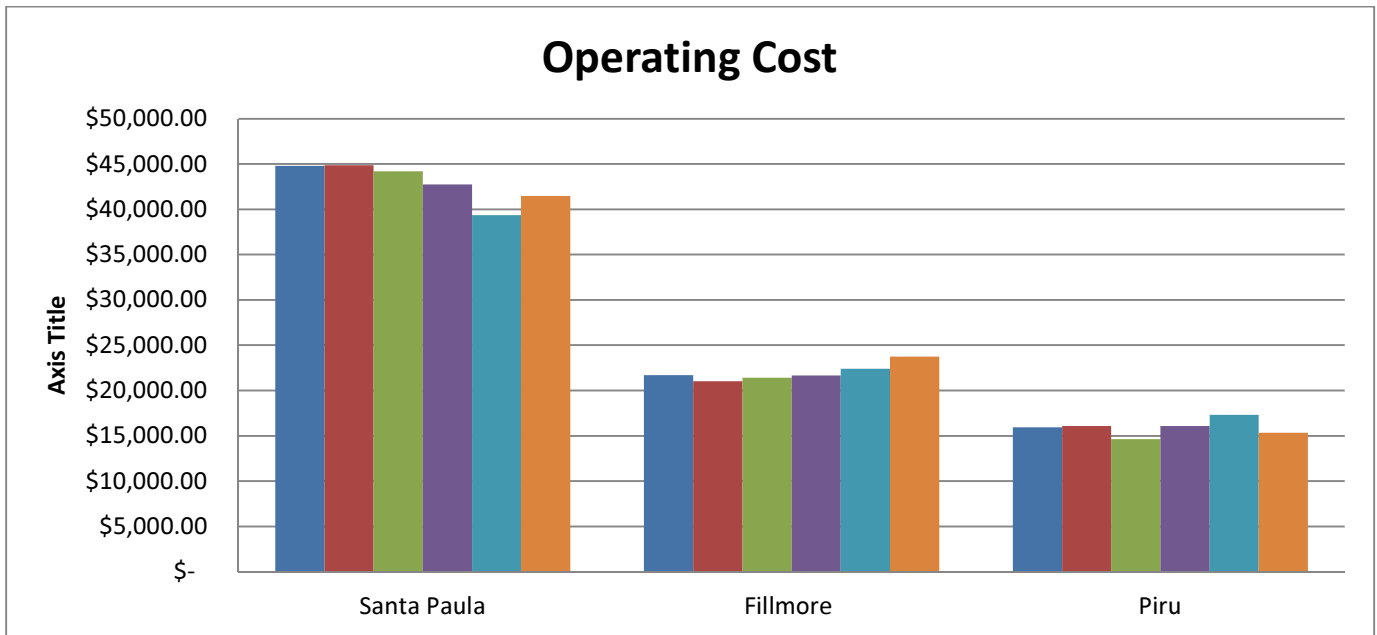
TRIPS BY JURISDICTION: SANTA PAULA, FILLMORE, COUNTY UNICORPORATED

JULY 1, 2015 – SEPT. 8, 2015

<u>Jurisdiction*</u>	<u>Origin</u>	<u>to</u>	<u>Destination</u>	<u>Trip Count</u>	<u>GPDAR</u>	<u>ADA</u>	<u>System-wide %</u>
<u>Santa Paula</u>	<i>Santa Paula</i>	-->	<i>Santa Paula</i>	3011	2342	669	
	<i>Santa Paula</i>	-->	<i>Tx Point</i>	17	0	17	
	<i>Santa Paula</i>	-->	<i>Fillmore</i>	4	0	4	
	<i>Tx Point</i>	-->	<i>Santa Paula</i>	10	0	10	
Subtotal Santa Paula				3042	77%	23%	52%
<u>Fillmore</u>	<i>Fillmore</i>	-->	<i>Fillmore</i>	600	558	42	
	<i>Fillmore</i>	-->	<i>Tx Point</i>	1	0	1	
	<i>Fillmore</i>	-->	<i>Santa Paula</i>	5	0	5	
	<i>Tx Point</i>	-->	<i>Fillmore</i>	3	0	3	
Subtotal Fillmore				609	92%	8%	10%
<u>County Unincorp.</u>	<i>County</i>	-->	<i>County</i>	109	109	0	
	<i>County</i>	-->	<i>Fillmore</i>	733	699	34	
	<i>County</i>	-->	<i>Santa Paula</i>	339	330	9	
	<i>County</i>	-->	<i>Tx Point</i>	33	0	33	
	<i>Fillmore</i>	-->	<i>County</i>	652	620	32	
	<i>Santa Paula</i>	-->	<i>County</i>	348	336	12	
	<i>Tx Point</i>	-->	<i>County</i>	17	0	17	
Subtotal County Unincorp.				2231	94%	6%	38%
Total				5882	85%	15%	100%

*Jurisdictional breakout per the (draft) agreed split effective January 2016

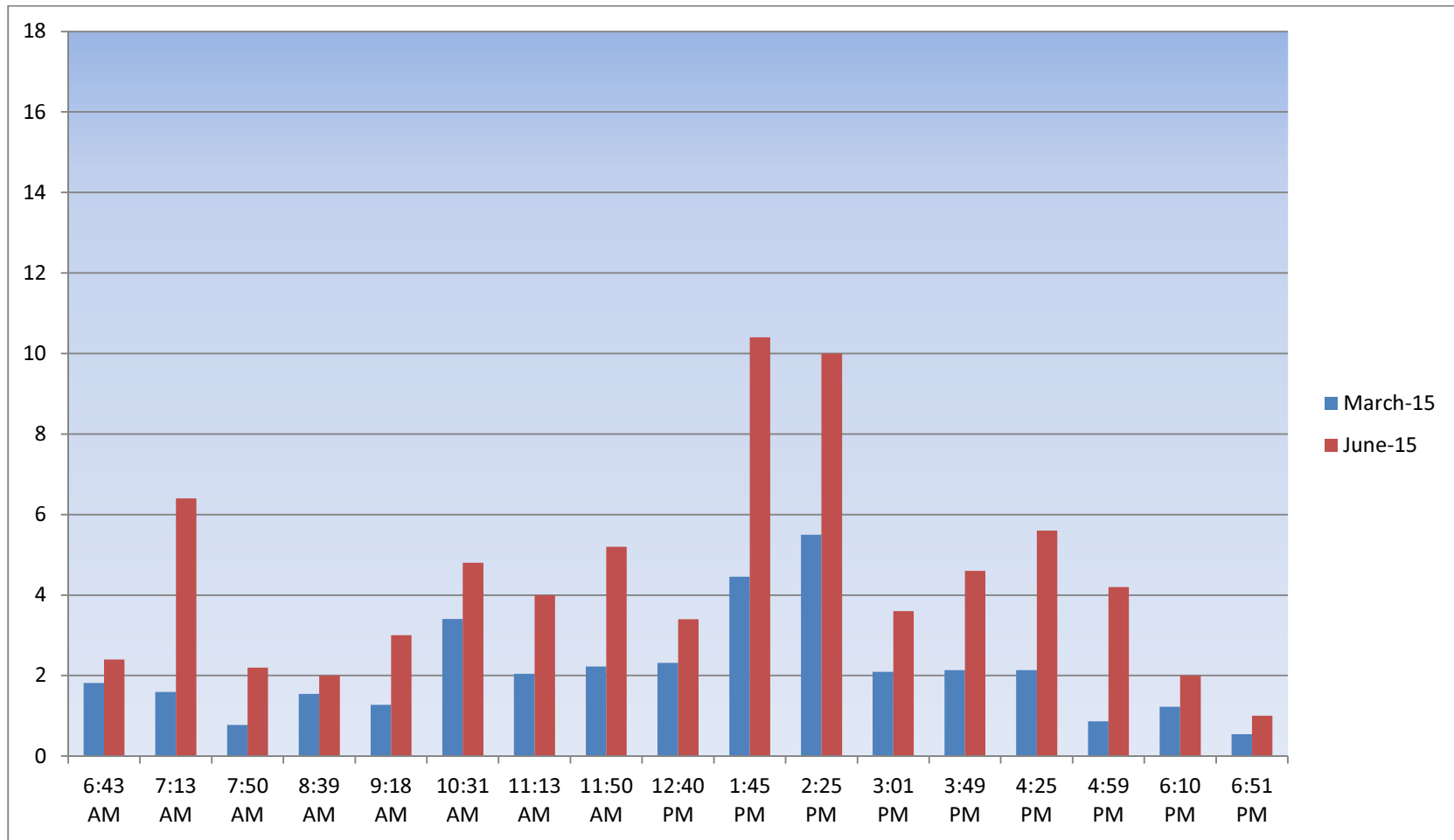
FIXED ROUTE SERVICE ANALYSIS



*Fare revenue estimated; Monthly Pass sales/distribution month-end pending.

**Fixed Route Ridership Time of Day Utilization:
March 2015 vs. June 2015²**

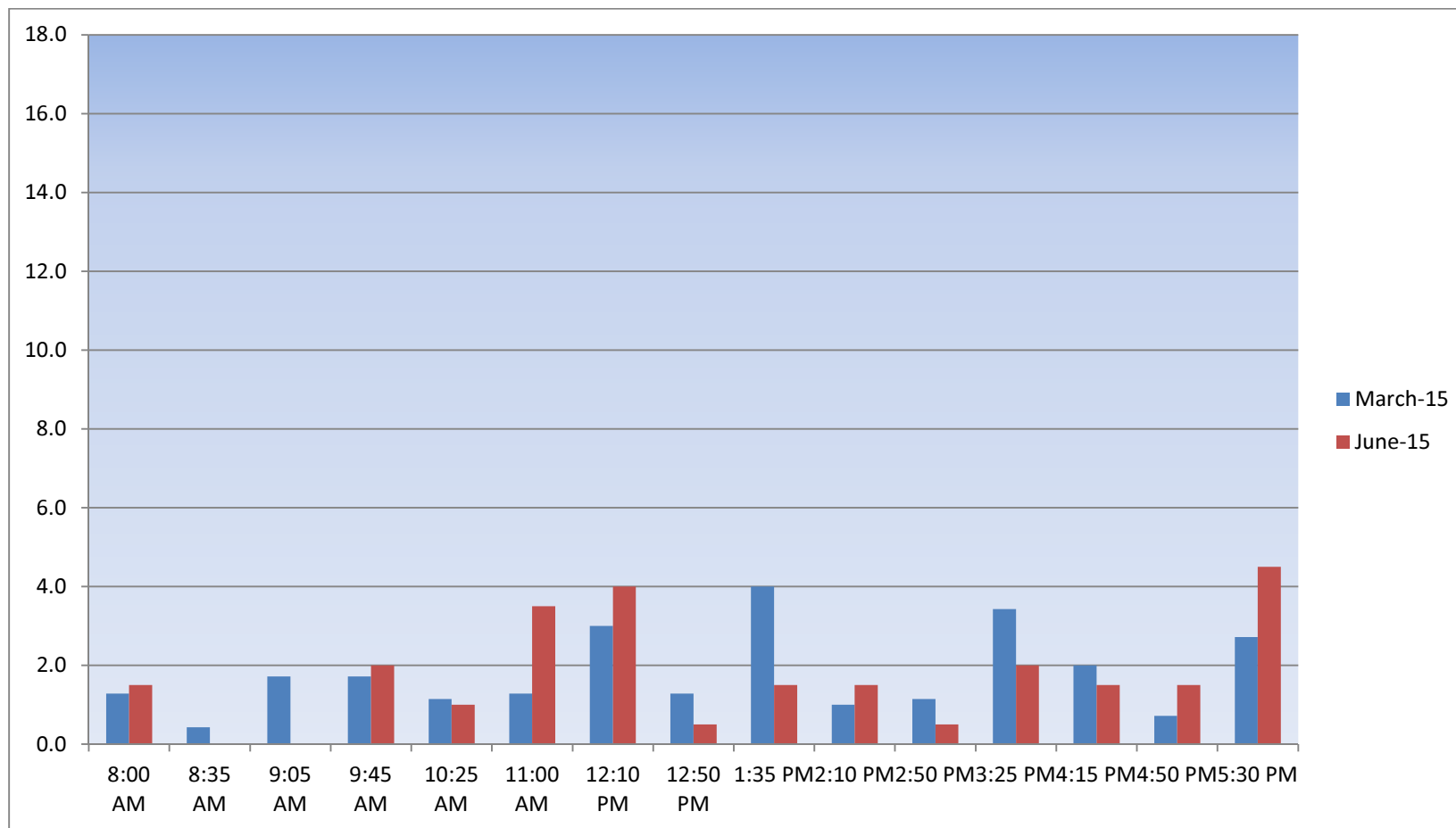
SANTA PAULA ROUTE A - WEEKDAYS



² June sample includes first full week of the month. First and last trip data removed, as trips no longer operate.

**Fixed Route Ridership Time of Day Utilization:
March 2015 vs. June 2015³**

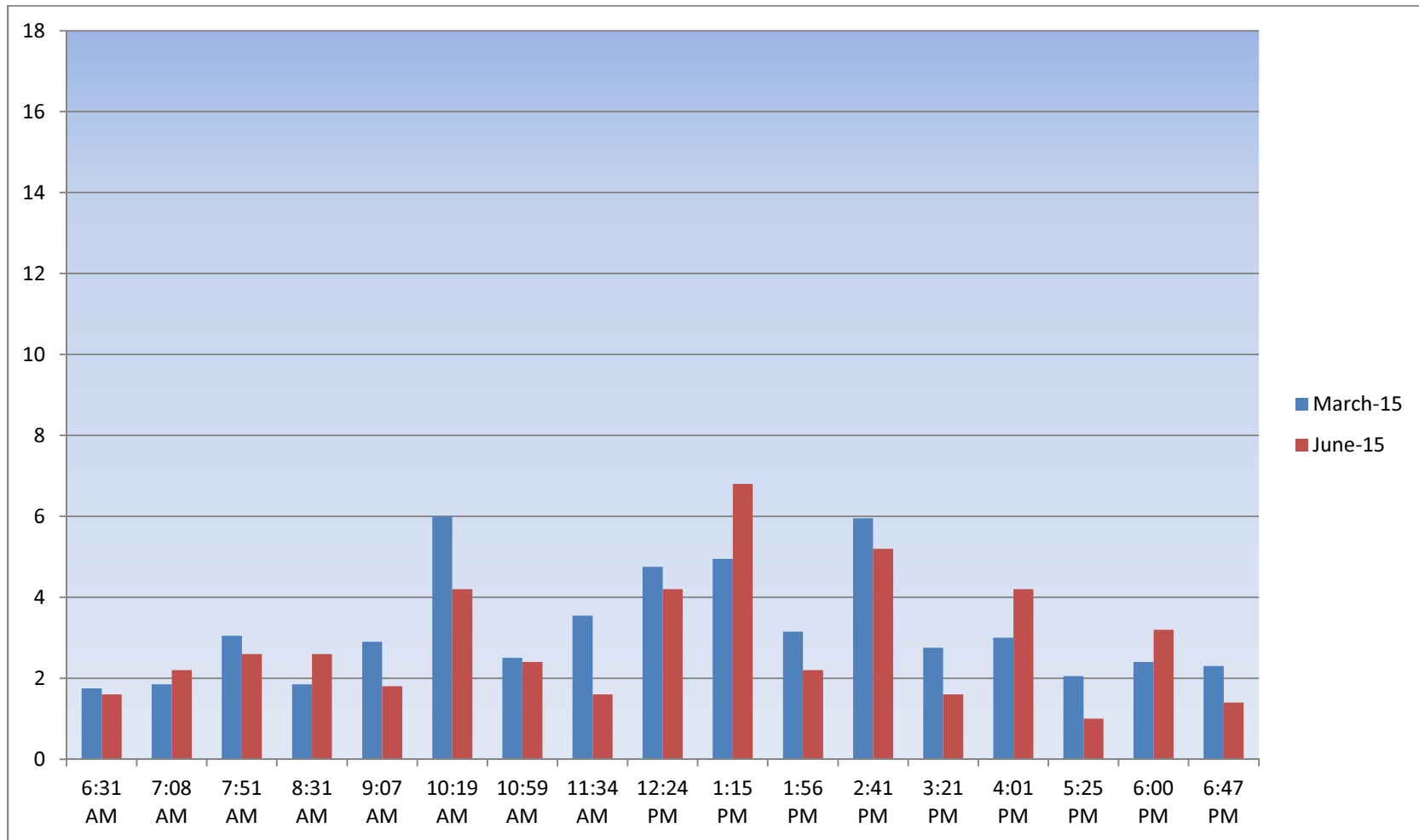
SANTA PAULA ROUTE A – WEEKENDS



³ June sample includes first full week of the month.

**Fixed Route Ridership Time of Day Utilization:
March 2015 vs. June 2015⁴**

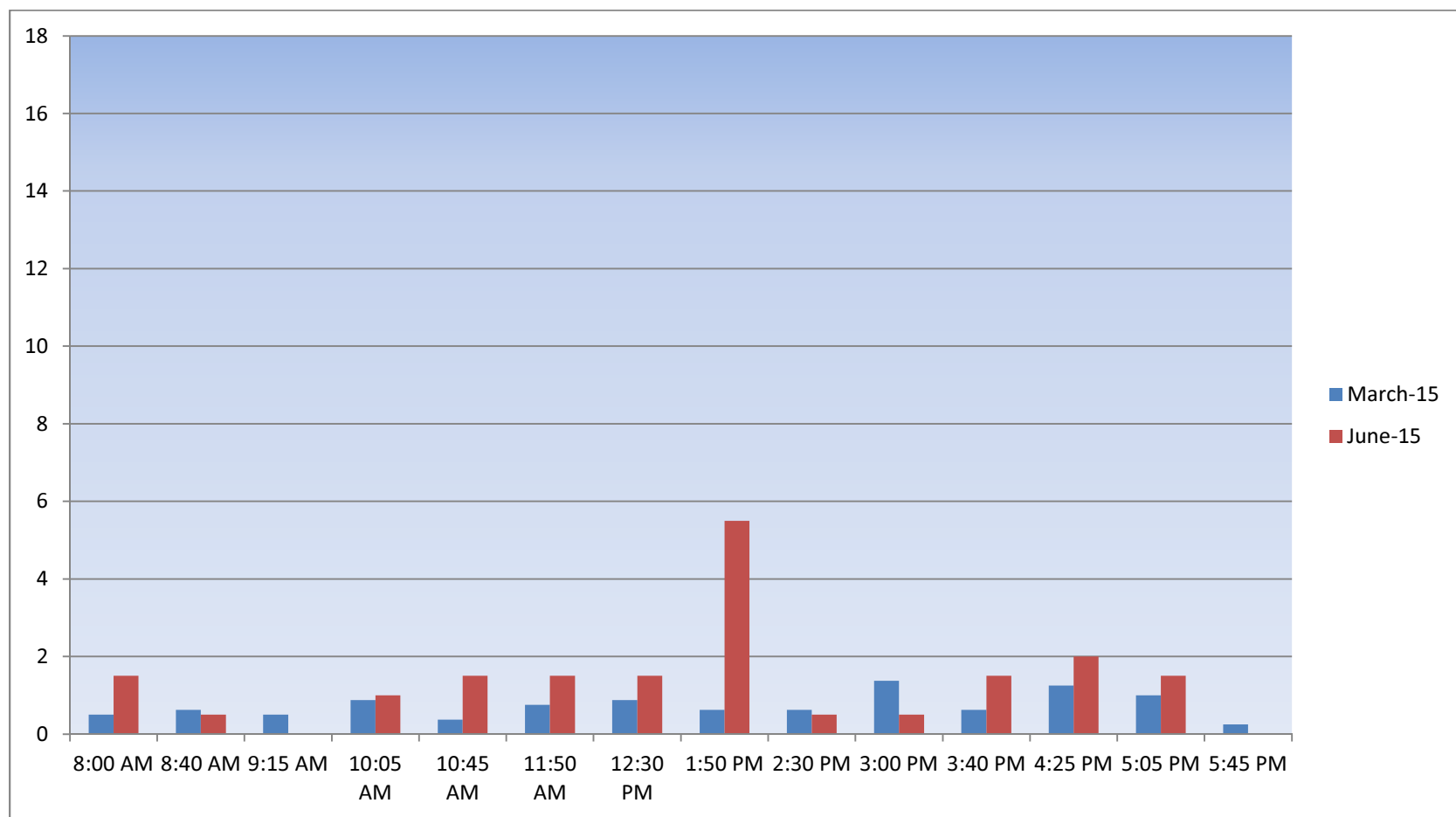
SANTA PAULA ROUTE B – WEEKDAYS



⁴ June sample includes first full week of the month. First and last trip ridership removed, as trips no longer operate.

**Fixed Route Ridership Time of Day Utilization:
March 2015 vs. June 2015⁵**

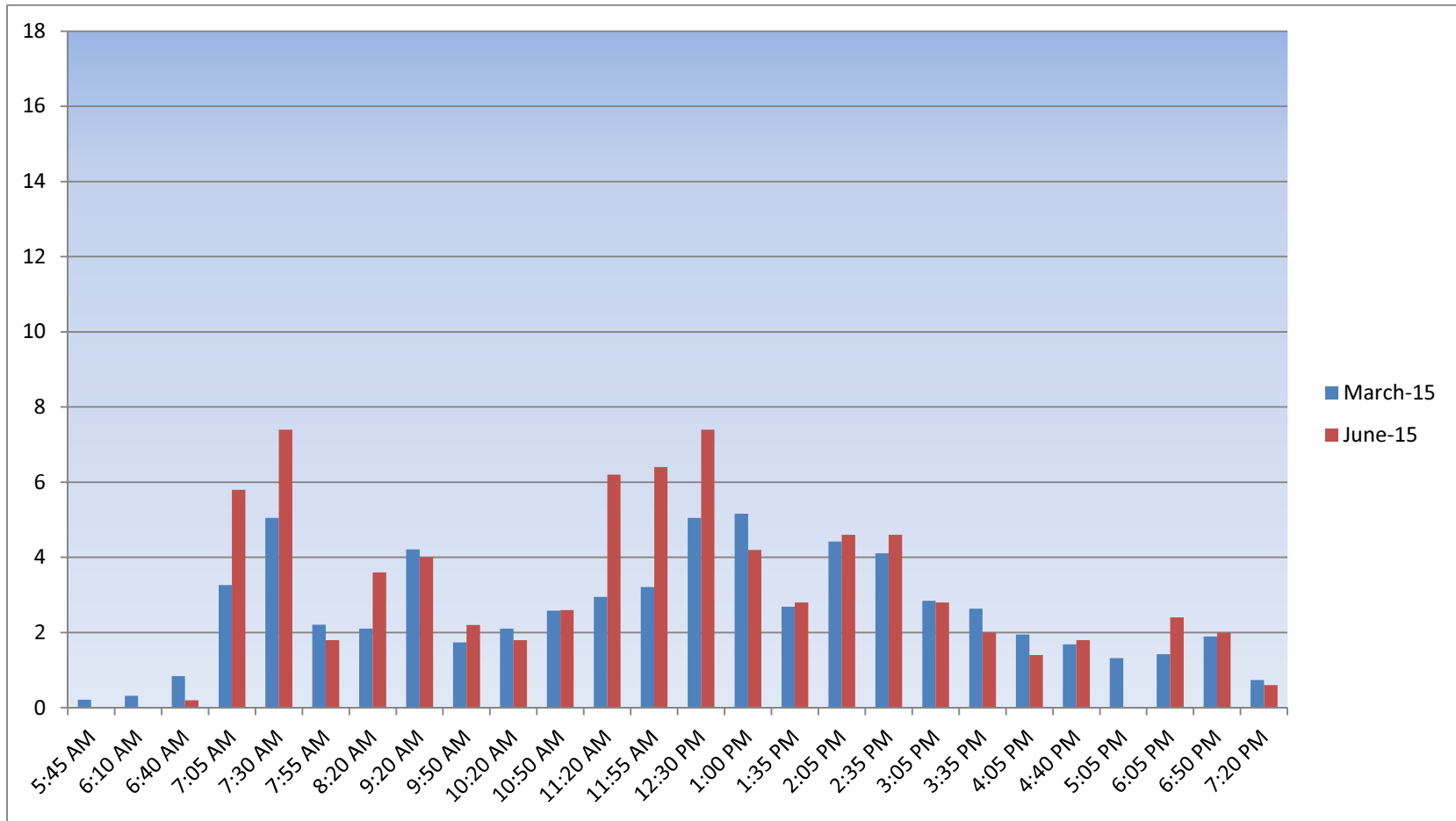
SANTA PAULA ROUTE B – WEEKENDS



⁵ June sample includes first full week of the month.

**Fixed Route Ridership Time of Day Utilization:
March 2015 vs. June 2015⁶**

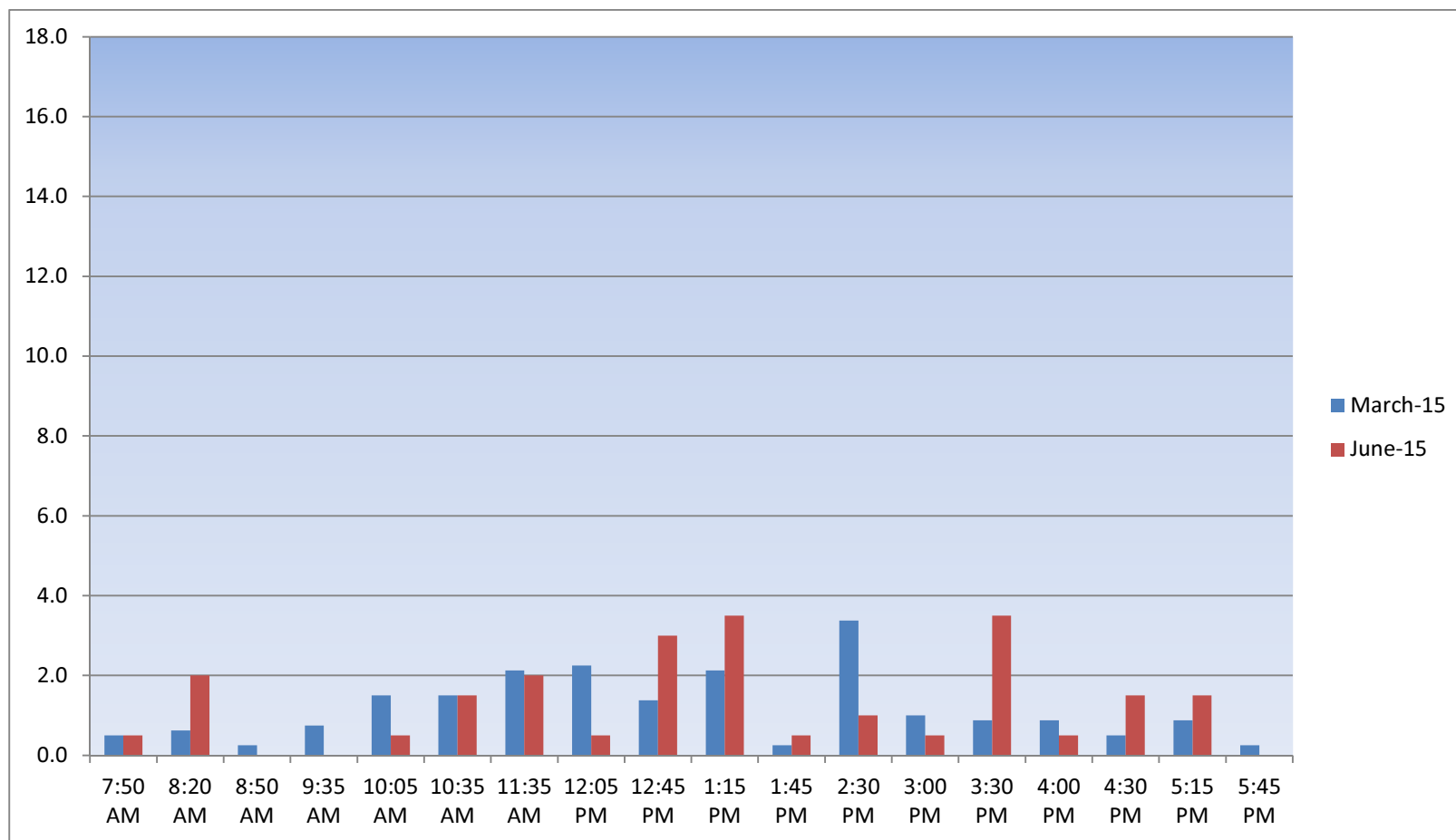
FILLMORE – WEEKDAYS



⁶ June sample includes first full week of the month.

**Fixed Route Ridership Time of Day Utilization:
March 2015 vs. June 2015⁷**

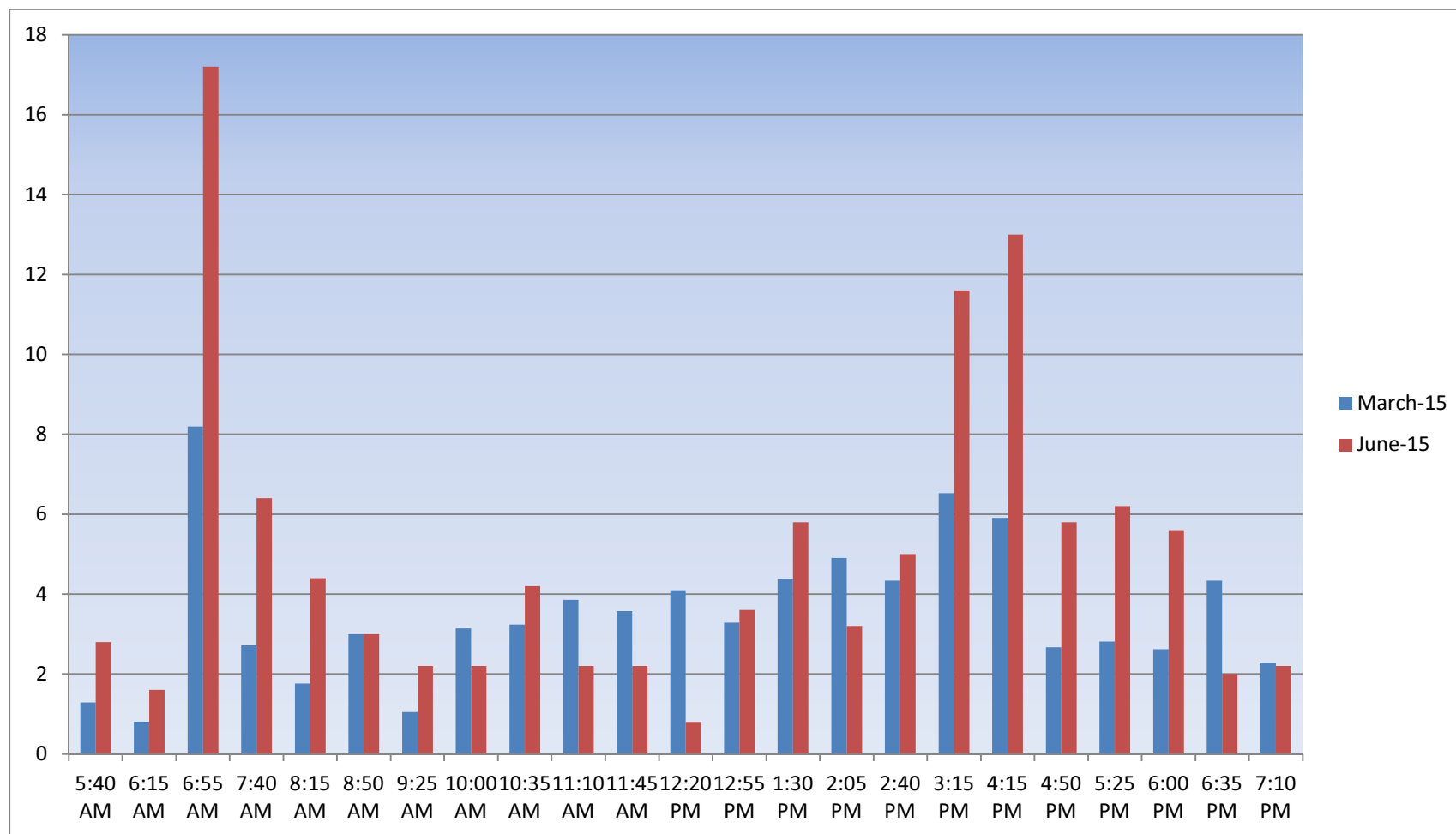
FILLMORE – WEEKENDS



⁷ June sample includes first full week of the month.

**Fixed Route Ridership Time of Day Utilization:
March 2015 vs. June 2015⁸**

PIRU – WEEKDAYS



⁸ June sample includes first full week of the month.



Item #6

September 23, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: AARON BONFILIO, PROGRAM MANAGER
SUBJECT: SERVICE LEVEL SCENARIOS

RECOMMENDATION:

- Receive and file service level scenarios, and discuss potential modifications.

BACKGROUND:

At the last Technical Advisory Committee (TAC) meeting, the TAC reviewed the system performance indicators, as well as discussed the Dial-a-ride service area policy. Greater information regarding the Valley Express ridership, specifically, Dial-a-ride service area information was requested, which is included with this agenda under Item #5, Key Performance Indicators. In light of the discussion regarding potential service modifications, particularly increasing the service area, or eligibility for dial-a-ride trips, staff has attached for the TAC's review a series of service level scenarios that could further enhance and improve performance of the Valley Express system (see Attachment B).

It should be noted, that in addition to the current service performance data, a passenger survey is underway by the Valley Express marketing team, specifically geared toward potential service modifications and recommendations. The survey end date is September 28, 2015.

**HV TECHNICAL ADVISORY COMMITTEE
SEPTEMBER 23, 2015
ATTACHMENT B**

**VALLEY EXPRESS FIXED ROUTE AND DIAL-A-RIDE
SERVICE LEVEL SCENARIOS**

The current service design includes four fixed routes, two in Santa Paula, one in Fillmore, and one that runs between Fillmore and Piru. In addition three additional school “tripper” routes run during the school year only; two in Santa Paula and one in Fillmore.

As a compliment to the fixed route service, a co-mingled General Public Dial-a-ride and ADA Paratransit service operates in the greater Heritage Valley service area. Specifically, the General Public Dial-a-ride is available and open to the public for trips to and/or from locations that are more than one quarter-mile from the fixed-route bus system. The ADA paratransit service is available for certified riders throughout the Valley Express service area, as well as for transfers to/from Gold Coast Access in Ventura. Both dial-a-ride and paratransit are available seven days a week, and run during the fixed route hours of service; generally from 6:00 AM to 8:00 PM weekdays, and 8:00 AM to 6:00 PM on weekends.

Current Fixed Route Inventory⁹:

Route Name by Area	Weekdays	Weekends
SANTA PAULA		
ROUTE A	6:30 AM - 7:30 PM	8:00 AM - 6:00 PM
ROUTE B	6:30 AM - 7:30 PM	8:00 AM - 6:00 PM
<i>Trippler 1</i>	7:00 - 8:30 AM / 2:30 - 3:30 PM	N/A
<i>Trippler 2</i>	7:00 - 8:30 AM	N/A
FILLMORE		
Fillmore	6:00 AM - 8:00 PM	8:00 AM - 6:00 PM
<i>Trippler</i>	7:00 - 7:30 AM / 2:30 - 3:00	N/A
PIRU		
Fillmore-Piru	6:00 AM - 8:00 PM	N/A

Current Dial-a-ride/ADA Paratransit Service Levels:

Daily operation dial-a-ride/ADA service includes an average of **three vehicles for the Valley Express Service area**; including one to two vehicles in Santa Paula, and one vehicle in Fillmore/Piru. During the course of the day this may shift depending on service demand and trip destinations, particularly if ADA Paratransit service is requested to/from the Ventura transfer point.

At this time, the Dial-a-ride/ADA service continues to run without trip-denials for people wishing to travel in the unrestricted service area, and for mandatory ADA service. However, given the current trend, a limitation by the operator is foreseeable, as the ***budget only allows for two daily dial-a-ride vehicles for the entire service area***. Any consideration of expansion of Dial-a-ride eligibility or service area should be reflective of the pending capacity constraints should demand maintain at the current level.

⁹ Service start and end times rounded to nearest half hour.

**HV TECHNICAL ADVISORY COMMITTEE
SEPTEMBER 23, 2015
SERVICE LEVEL SCENARIOS
ATTACHMENT B**

SERVICE MODIFICATION OBJECTIVES:

- Improve Access and Mobility Options for Riders
- Increase Ridership on the Valley Express System as a whole
 - Maintain Budgeted Funding Levels

Previous discussions of service modification have included looking at ways to reduce under-utilized fixed route service, improve farebox recovery ratios, and increase access to common destinations, as well as improve ridership generally.

The following scenarios provide examples of potential modifications that staff has identified for the TAC and PAC's consideration.

SCENARIO A:

LIMITED FIXED ROUTE REDUCTION AND MODIFICATION AND CORRESPONDING EXPANSION OF DIAL-A-RIDE (DAR) HOURS WITH INCREASED UNRESTRICTED DAR ELIGIBILITY TO SENIORS 65 YEARS AND OLDER

Simply put, at various times of the day, each of the fixed routes run at low or near-empty ridership numbers. Current headways are generally 30 minutes for each of the routes.

With the interlining of the route alignment, specifically, Santa Paula routes A and B, and the Fillmore route and Piru route, service levels could be reduced on the fixed route, reducing the number of vehicles in operation from four to two during the affected times of day.

At the same time, expansion of eligibility for dial-a-ride trips with the "quarter-mile restriction area," could be applied so that seniors, whom may be discouraged from walking up to a quarter mile, would have access to the system. This expansion of the persons eligible for unrestricted dial-a-ride would potentially increase service demand, however as non-ADA riders, the trip demand could be managed with limitations of available hours, i.e. "capped" per day.

Given the ridership trend, a "budget neutral" recommendation would be as follows:

- i) Interline Santa Paula Route A and Route B during off peak times which, depending on the route represent a reduction in the total number of hours per weekday approximately 20-30%, and for weekends by 25-35%. And correspondingly make available an equally increased number of hours (additional vehicle revenue hours) in the Santa Paula dial-a-ride service area.
- ii) Interline the Piru and Fillmore Fixed Routes during off peak times during the weekday, which would represent approximately 25-35% decrease in revenue hours. And correspondingly make available an equal number of hours (additional vehicle revenue hours) in the Fillmore/Piru dial-a-ride service area.
- iii) Begin new fixed route service to/from Piru on the weekends, thereby reducing the eligible on-demand General Public Dial-a-ride service currently available, and interline the new route

with the weekend Fillmore fixed route. Reducing the Fillmore fixed route service by 40-50%, hours which would then be available for Dial-a-ride in the Fillmore service area.¹⁰

- iv) Modify weekday and weekend fixed route service in Fillmore to serve additional locations along new alignments, such as the Vons shopping center, El Dorado Estates and other destinations currently either served by Dial-a-ride or served inefficiently by the fixed route. Such modifications could continue to decrease the General Public Dial-a-ride demand, as the fixed route service area would be expanded, as well as make better use of fixed route resources.

CONSIDERATIONS:

Currently, the Dial-a-ride and ADA Paratransit service funding is split evenly (1/3, 1/3, 1/3). The proposed funding paradigm includes each jurisdiction paying for “its own share” of the service depending on trip origin and destination.

Because it is a shared-ride service, to be efficient, often more than one “jurisdiction’s trip” (rider) is on-board the vehicle at a time and thus a *direct billing of revenue hours by jurisdiction* is not currently feasible. In other words passenger trips billable to different jurisdictions overlap. One recommended resolution would be to allocate the cost of the dial-a-ride service by percentage of the trips attributable to each jurisdiction. Given the current trend of DAR trips, this would equate to a split of:

52% → Santa Paula
10% → Fillmore
38% → County Unincorp.

However, if the above scenario is implemented, the potential dial-a-ride utilization would likely change, potentially Fillmore and Santa Paula would increase their respective shares, while the dial-a-ride service for the County would most likely decrease due to the concentration of dial-a-ride trips occurring for the County unincorporated on the weekends.

SCENARIO B:

SIGNIFICANT REDUCTION OF FIXED ROUTE SERVICE AND CORRESPONDING EXPANSION THE DIAL-A-RIDE SERVICE HOURS WITH UNRESTRICTED ELIGIBILITY TO ALL PATRONS WITH AN INCREASED FARE DIFFERENTIAL TO INCENTIVIZE THE FIXED ROUTE SERVICE

The current fixed routes for each area run continuously on 30-minute headways with some exceptions for lunches and breaks. The following scenario outlines a drastic reduction of fixed route service for each jurisdiction in spite of current ridership to just the peak hours.

- i) Reduce weekday service for each route to operate exclusively from 7:00AM – 9:00AM and 3:00 PM – 6:00 PM.
- ii) Eliminate weekend service for all jurisdictions.
- iii) Expand the available dial-a-ride hours during the week and on weekends by an equal amount of eliminated fixed route hours, approximately 66% weekdays, and, 100% on weekends.

¹⁰ The expansion of the fixed route Piru service and corresponding reduction of dial-a-ride service would need to be analyzed further. However, current trends suggest 75-85% of all Piru weekend service could be met by a new fixed route.

- iv) Leaving approximately 5,000 fixed route hours per year (down from 17,000); and correspondingly increasing the Dial-a-ride service levels by 12,000 available hours for a total 22,400 DAR hours.

The split of fixed route hours would be as follows:

Piru → 1350
Fillmore → 1350
Santa Paula → 2300

- v) The split of Dial-a-ride hours would dependent on the attributable jurisdiction.
- vi) Potential recommended fare adjustment to incentive peak-hour fixed route ridership would be \$1.00 and \$.50 fares for fixed route, for adults, and youth/seniors/ADA/Medicaid; and, \$2.00 Dial-a-ride fares, for all, incl. adults, youth, seniors, and ADA.

SCENARIO C:

ELIMINATION OF FIXED ROUTE SERVICE ENTIRELY, REPLACED WITH UNRESTRICTED DIAL-A-RIDE

Given the new contract rate and increased vehicle capacity, one potential option would be to eliminate the fixed route service altogether and restore the prior dial-a-ride system. This option would potentially experience the same dilemma as the legacy system, in that there would be limited capacity during peak times and operational issues with management of the dispatching and trip reservations process.

- i) Eliminate the 17,000 hours of fixed route service; and,
- ii) Increase the 10,400 hours of DAR service to 27,400 for the year.



Item #7

September 23, 2015

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE
FROM: VIC KAMHI, BUS SERVICE DIRECTOR
SUBJECT: MARKETING STATUS AND PUNCH LIST

RECOMMENDATION:

- Receive, discuss, and file a report on the status of the 2015-16 marketing program.

BACKGROUND:

The marketing consultant has prepared a list of completed and future items as part of the Valley Express marketing program. Attached is a summary list of the items the consultant has provided to be reported on and discussed.

Items completed since last TAC/PAC meetings:

- Website edits: new home page designed and provided to VCTC staff to upload
- Oct, Nov, Dec fare media: design and production
- Labor Day parade in Santa Paula participation, media release, onboard notices
- Coordinate and staff back to school nights at several schools in service area
 - Barbara Webster Elementary: Aug 25
 - Renaissance High School: Aug 26
 - Santa Paula High School: Aug 27
 - Mountain Vista Elementary: Aug 27
 - San Cayetano Elementary: Aug 27
 - McKeveitt Elementary: Sept 9
 - Fillmore High School: Sept 10
 - Bedell Elementary: Sept 10
 - Blanchard Elementary back to school night: Sept 17
- Brochure distribution: canvassing
- Identify additional community events to participate in
- Write and post social media content for Sept (Spanish content as well)
- Design customer survey instrument, online instrument, and postcard
- Customer survey: design instrument, develop online option, promotion materials (postcard, social media content), fielding (Sept 12, 14, 15)

Items on the horizon:

- Website edits: upgrade home page
- Santa Paula public access TV channel: create artwork
- Single-page fact sheet for simplified marketing to seniors DAR survey mailer
- Work with staff to locate a bus stop sign and infopost unit at the Santa Paula Hospital bus stop
- Coordinate and staff back to school nights
 - Glen City Elementary back to school night: Sept 23
 - Isbell Middle school back to school night: Sept 24
 - Fillmore Middle School back to school night: Sept 24
- Coordinate and staff
 - Fillmore Senior Center event: Oct
 - Rancho Camulos event: Nov 15
 - Santa Paula Christmas parade: Nov 28
- Revisit additional decals for vehicles
- Targeted direct mailer/postcard
- Media release at one-year anniversary of service (March)
- Leverage local schools
 - Push through communications electronically with parents
- Present concepts for possible off-peak promotions
 - Fare reductions
 - Summertime youth pass
- Remaining infopost installation, infopost inserts
- Remaining bus stop stickers
- Social media contest
- VIDA story opportunity